

# ALLIGATOR ADVISORY COUNCIL (AAC)

OCTOBER 22, 2019

LOUISIANA DEPARTMENT OF WILDLIFE AND FISHERIES (LDWF)  
HEADQUARTERS IN BATON ROUGE

## ATTENDANCE

### Council Members Present

Vic Blanchard  
John Currier  
Barry Wall  
Tom Benge  
Craig Sagrera  
Jeff Donald  
Al Marmande  
Tony Howard  
Randy Moertle

### LDWF Present

Jack Montoucet  
Jason Waller  
Randy Myers  
Amity Bass  
Jeb Linscombe  
Tanya Sturman  
Ruth Elsey  
Duncan Kemp  
Cole Garrett  
Mike Dupuis  
Eric Ledet  
Dwayne LeJeune

### Others Present

Nathan Wall- Walls Gator Farm  
Stephen Sagrera- Louisiana Alligator Farmers  
and Ranchers Association  
Rudy Sparks- Williams Inc.  
Jim Bergan- TNC  
Tim Allen- Apache  
Archi Domangue- Apache  
Frank Ellender- Conoco Phillips  
Chad Pitre- Attorney General's Office  
Jeff Landry- Attorney General's Office  
Harry Vorheff- Attorney General's Office  
Andre Neto- Reptile Tannery of Louisiana  
Ted Joanen- Miami Corporation  
Noel Kinler- Unaffiliated  
Christy Plott- Monarch Marketing

## APPROVAL OF MINUTES FROM THE PREVIOUS AAC MEETING

*Motion made by John Currier to approve the minutes from the August 8, 2019 meeting. Al Marmande seconded. Motion carried.*

## AMENDING THE AGENDA

*Motion made by Vic Blanchard to amend the agenda to include travel expenses for a California delegation to travel to Louisiana for an alligator program tour. Tom Benge seconded. Motion carried.*

## BUDGET REVIEW

Jeb Linscombe reviewed the current year's AAC budget and the projected Alligator Resource Fund budget through FY2022.

## CALIFORNIA UPDATE AND LITIGATION FUNDING REQUEST

Attorney General Jeff Landry spoke briefly about the impacts to the Louisiana alligator industry from California Assembly bill 719 and stated that his office is looking at potential litigation options. The Department would like to request Council approval to transfer \$200,000 to the Attorney General's office from the Alligator Resource Fund.

*Motion made by Jeff Donald to approve up to \$200,000 for litigation expenses through the Attorney General's office. Tom Bengé seconded. Motion carried.*

## SPONSORSHIP OF THE NATIONAL ASSEMBLY OF THE SPORTSMEN'S CAUCUSES

Christy Plott explained that the Sportsman-Legislator Summit is the largest annual gathering of pro-sportsmen legislators from across the nation. This sort of alliance and networking would assist the alligator industry in staying informed and addressing problems in a timely manner. Without such resources, we may not know if legislation similar to the recent legislation in California were to come up in other states.

*Motion made by Randy Moertle to fund the Sportsman Legislator Summit at the Title Sponsorship level of \$25,000. Jeff Donald seconded. Motion carried.*

*Motion made by Jeff Donald to approve travel to the Sportsman Summit for three people. Tom Bengé seconded. Motion carried.*

## MONARCH MARKETING UPDATE AND DISCUSSION

Christy Plott gave an update on her contract progress regarding marketing and technical representation. She has been working to market and brand Louisiana alligator products and has developed a logo and color scheme for Louisiana Alligator and is working on a separate Wild Louisiana Alligator logo.

She has been building followers across several social media platforms and sending out positive posts about the alligator industry. Christy has attended three Convention on International Trade in Endangered Species of Wild Fauna and Flora meetings and one Crocodile Specialist Group meeting. She has also worked with the United States Fish and Wildlife Service to address issues such as streamlining product permits and reducing fees on inspections.

#### LOUISIANA FISHERIES FORWARD- ALLIGATOR INITIATIVE

Sea Grant has put together a proposal to do education for wild Louisiana seafood production. They have included a line item for alligator meat and are requesting \$12,000 for the alligator project. They would generate experimental data on the best way to chill alligator meat. The findings would be documented in a white paper, two fast fact sheets and a short video.

*Motion made by Tom Benge to table this item. Tony Howard seconded. Motion carried.*

#### CONSIDERATION OF FUNDING THE ALLIGATOR PROGRAM/INDUSTRY PUBLIC OUTREACH PROPOSAL FROM RESPONSIVE MANAGEMENT

Noel Kinler presented a proposal by Responsive Management. The goal is to take current data from the Alligator Crocodile Risk Assessment and Public Opinion Project and craft positive messages for targeted audiences. They would develop a communications strategy, promotional videos, and a new alligator program informational package. They would work with LDWF staff to identify key influencers, such as legislators and industry leaders, and get the message directly to them. They would create an Asset Library that would be available to anyone in the industry. They would also launch a social media campaign.

*Motion made by Randy Moertle to fund the Responsive Management project at \$47,500. Jeff Donald seconded. Motion carried.*

#### CALIFORNIA DELEGATION

Secretary Montoucet would like to invite a group of delegates from California to visit Louisiana for a tour of the alligator industry. The Council can cap the cost if they wish to approve the travel associated with this tour.

*Motion made by Jeff Donald to support the delegation's travel to Louisiana and to cap the cost at \$30,000. John Currier seconded. Motion carried.*

PUBLIC COMMENT

There was no public comment.

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*Motion made by Tom Benge to put the Sea Grant Initiative back on the table. Tony Howard seconded. Motion carried.*

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*Motion made by Tom Benge to fund the Sea Grant Alligator Initiative at \$12,000. Tony Howard seconded. Motion carried.*

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*Motion made by Al Marmande to adjourn. Barry Wall seconded. Motion carried.*

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